MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2015/2016

PEN 0065 - ACADEMIC ENGLISH

(All sections / Groups)

31 MAY 2016
9:00 a.m. – 11:00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **6 printed pages with 3 Sections** only.
2. Answer **ALL** questions in Sections A, B and C.
3. Write **ALL** your answers in the Answer Booklet.

SECTION A: READING AND VOCABULARY [25 MARKS]

Instructions: Read the four reading texts, and answer the questions for each text in complete sentences.

Text 1

The word 'selfie' is defined as a photograph that one has taken of oneself, typically with a smartphone or webcam and uploaded to a social media website. The growing trend of taking smartphone selfies is linked to mental health conditions that focus on a person's obsession with looks. There is no sign that this addiction is slowing down for now.

According to psychiatrist Dr David Veal, "Two out of three of all the patients who come to see me are women, and they have a compulsion to repeatedly take selfies. Most of them are between the ages of 18 and 35." According to Pamela Rutledge in *Psychology Today,* "Selfies frequently trigger perceptions of self-indulgence or attention-seeking social dependence that raises either narcissism or low self-esteem. They indulge in online self-promotion in order to raise their self-esteem."

Often, selfie addicts are obsessed with publishing photos, controlling who sees or who likes, checking comments on their photos, and hoping to reach the greatest number of likes. These habits can push them into serious mental depression or even death. 19-year-old Danny Bowman's selfie addiction spiralled out of control when he spent ten hours a day taking up to 200 snaps of himself. He dropped out of school, did not leave his house in six months, and became aggressive towards his parents when they tried to stop him. Finally, he tried to commit suicide after he failed to get a perfect selfie.

Public health officials in the United Kingdom announced that more than 100 patients sought treatment for selfie addiction yearly. Psychiatrists often use cognitive behavioural therapy to help these patients, and it has shown an *impressive* success rate.

Adapted from Keating, F. (2016). Selfies linked to narcissism, addiction and mental illness, say scientists. *Intenational Business Times*. Retrieved from http://www.ibtimes.co.uk/selfies-linked-narcissism-addiction-mental-illness-say-scientists-1441480

a) Why do narcissists and people with low self-esteem engage in posting selfies? (1 mark)

b) Find the word that means "a way of understanding or interpreting something" in Paragraph 2. (1 mark)

c) What is the main idea of paragraph 3? (1 mark)

d) Describe the obsessions of a selfie addict. (2 marks)

e) Provide an **antonym** for the word "*impressive*" (line 22). (1 mark)

Continued...

Text 2

To what extent can your degree prepare you for life beyond university? The piece of paper alone will not do it. Many employers still find today's fresh graduates *acutely* lacking in some basic soft skills. This is a generation that has been 'syllabused' through their lives. Decisions were made for them from young, so employers are less likely to find someone who can pull the trigger, make a decision and work as a team.

According to Gareth Hughes, a psychotherapist and researcher at the University of Derby, "If you only focus on grades, there's a strong possibility that you won't be as prepared for the world outside. If you focus on learning as much as you can, and engage with all the opportunities presented by the university, you'll be developing the ability to think extensively and solve problems. This can really help to prepare you for the next stage."

Those opportunities come in a range of forms, and *they* can give you experiences that will help you develop as an individual as well as enter the job market. It is important to recognise the weight that employers place on having these particular soft skills such as resilience, problem solving, initiative and team work. The good news is that many of the activities on offer at university such as sports, clubs and societies can and do develop your skills, often in the background, while forming a vital part of your general student life.

Tom Parratt found that walking the line between studying and socialising *garnered* dividends on several sources. He has just graduated with a television production degree at Bournemouth University, and now works for a local media company. "Being a student taught me a great deal about searching and acting on opportunities, both in my studies and in my social life," he says. "I learnt how to work well with others, make friendships and network well with professionals." Parratt is sure that being more confident and comfortable with himself, as a result of his student experiences, helped him land his job.

Adapted from Thorne, R. (2015). A degree isn't just a piece of paper, it an opportunity to develop. *The Independent*. Retrieved from http://www.independent.co.uk/student/UWE/a-degree-isn-t-just-a-piece-of-paper-it-s-an-opportunity-to-develop-a6776506.html

a) State TRUE or FALSE for the following statements: (1 mark)
   i. Strong grades do not provide you with the opportunities to develop soft skills.
   ii. Students will only be able to acquire soft skills after they start working.

b) What does the word *'they'* in line 12 refer to? (1 mark)

c) What are the four soft skills deemed to be important to employers? (2 marks)

d) Provide a word or a phrase that best defines each of the following words: (2 marks)
   i. *acutely* (line 3)
   ii. *garnered* (line 20)

Continued...

Text 3

China has been the manufacturing powerhouse for some decades. The industrial-scale production has also created some problems. Companies looking to make a quick cash have taken to making counterfeit products. Multinational corporations that are doing business in China face a losing battle when it comes to keeping copies of their products off the market. The anti-counterfeiting industry they rely on is plagued with fraud, making it much easier for potentially dangerous fake goods to reach consumers.

Most Western companies subcontract anti-counterfeiting work to private investigators. Unfortunately, some of these investigators themselves are manufacturing or selling counterfeit versions of their clients' own goods. They doctor documents and fabricate raids that never took place. These investigators collude with factories to make counterfeit goods they could "seize" and present to their Western bosses for payment.

One of the world's largest consumer goods companies hired an investigator to track down counterfeit anti-dandruff shampoo. According to two employees involved in the investigation, instead of finding real counterfeiters, investigator Wang Yunming set up a factory to produce counterfeit shampoo himself, which he then "seized" and billed to the firm as a successful raid. It was not the first such factory Mr Wang founded. It was the fourth. Late last year, Hefei Intermediate People's Court in China's Anhui province found Mr Wang guilty, and he was convicted of fraud. He was not fined, and he is due to be released from prison in 2022 after serving seven years in prison.

Starting this year, Chinese authorities are imposing hefty fines to counterfeiters and sending them to jail. However, *the momentum of reform is yet to reach the front lines of the fight against fake goods*. This is due to the broken system which is still plagued by western companies underreported fraud cases. Shanghai's Public Security Bureau has issued notice to foreign brand owners to be watchful of the investigators they hire. They hope that brand owners will pay attention and devote more manpower and material resources to ensure that the fight against counterfeiting is healthy and orderly.

Adapted from The Associated Press. (2016). Fake investigators probing fake goods from China. *The Asian Age*. Retrieved from http://www.asianage.com/international/fake-investigators-probing-fake-goods-china-482

a) What is the author's purpose of writing this article? (1 mark)

b) What is the tone of the author in this article? (1 mark)

c) Why was Mr Wang Yunming not afraid of repeating his offence as a counterfeiter? Provide two reasons. (2 marks)

d) What does the author mean when he states "*the momentum of reform is yet to reach the front lines of fight against fake goods*" (line 23-24)? (1 mark)

e) How can western companies help the Chinese authorities fight against fake goods? (2 marks)

Continued...

Text 4

Three-quarters of United Kingdom children spend less time outdoors than the prison inmates, according to a new survey revealing the extent to which time playing in parks, woods and fields has shrunk. A fifth of the children did not play outside at all on an average day, the survey found. Experts warn that active play is essential to the health and development of children. However, the anxiety of parents, lack of green spaces and lure of digital technology are leading youngsters to lead enclosed lives.

Most of the parents said that their children have fewer opportunities to play outside than they did when they were young. "The truth is we are enclosing our children," said Mark Sears, at The Wild Network, which works to increase wild play. "We are stifling their ability to be free, to be at their best as children, and it has significant impacts. Increasing obesity and decreasing mental wellbeing in children were linked to a lack of physical activity," he said.

Young children who learn and play outside get direct experience of weather, seasons and wildlife and they get to assess risks, solve problems and develop creativity. The benefits may seem obvious, but in reality many children do not get to be outdoors in a natural environment in any regular or meaningful way. In light of this, one of the steps that the government has taken is to encourage schools to organise school visits to the national parks. By doing this, the government aims to connect the children with nature and the environment. "*Our children should be climbing trees, not the walls,*" said Mark Sears.

Furthermore, the new survey found that children spent twice as long playing on screens of digital technologies as to playing outside. Academic research shows that active play is the natural and primary way that children learn. It is essential to their healthy growth and progress, particularly during periods of rapid brain development. "We must place adequate importance on play now, so that our precious children grow up into successful, well-rounded and happy adults," said Sir Ken Robinson, an educationalist and advisor to Unilever. Although parents see the value of outdoor play, it still does not happen. Outdoor time is shrinking. It is a gigantic paradox. Robinson said fear of strangers, traffic or accidents deterred parents from allowing their children to play outside, as did lack of time due to busy school and work lives. It is time that we give parents the tools, skills and confidence to do the things that they know are good for their children.

Adapted from Carrington, D. (2016). Three-quarters of UK children spend less time outdoors than prison inmates – survey. *The Guardian.* Retrieved from http://www.theguardian.com/environment/2016/mar/25/three-quarters-of-uk-children-spend-less-time-outdoors-than-prison-inmates-survey

a) Why are the children kept from playing outdoors? Provide two reasons. (1 mark)

b) State the consequences of children having limited opportunities to play outside. (2 marks)

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c) What does the author mean when he states "*Our children should be climbing trees, not the walls*" (line 19)? (1 mark)

d) How can parents be encouraged to increase their children's outdoor play time? (2 marks)

SECTION B: GRAMMAR [10 MARKS]

Question 1: Transitions (5 marks)

Instructions: Fill in each blank with a suitable transition.

Example: (0) **Additionally**, you may have been selected to represent your department in making a presentation to the board of directors…

Sometimes, we may be called to give a presentation on certain subjects relating to our role in our companies and organisations. Perhaps, you have been asked to give a presentation to your clients or to your boss. (0) **Additionally**, you may have been selected to represent your department in making a presentation to the board of directors or to your fellow colleagues from other departments.

Standing up in front of a group of people can be very intimidating. We tend to feel nervous and vulnerable. Feelings of doubt keep popping up and we are uncertain on how we will be perceived. What if we look silly in front of the group that we are presenting to? What if our speech comes across as badly-prepared or unimpressive? Try these easy and practical techniques to tackle your next presentation to your customers, clients, colleagues or bosses. (a) _____, be prepared. There is no shortcut to this. Thorough preparation is absolutely crucial in delivering a good presentation. (b) _____ you want to perform at your best, you will have to put in the time and effort.

Let us start with developing your presentation materials. When developing your presentation slides or materials, start as early as possible. Waiting until the last minute only adds to the pressure and stress, and may negatively impact the quality of your presentation. (c) _____ you find out what you need for the presentation, sit down and prepare an outline. Do not procrastinate. Then, set aside some time every day leading up to the day of your presentation to work on it until you have fleshed the points, added in whatever additional information is needed, and (d) _____, complete the presentation.

Next, rehearse. Start by summarising your presentation into key points, which you can have on a piece of paper or set of flashcards to prompt you as to the content of your next slide. Doing several full run-throughs will also help you troubleshoot problem areas in your presentation. (e) _____, you will also become much more familiar with the material, and appear more confident and well-prepared when delivering the presentation.

Adapted from Lau, K.C. (2016). Business presentation in easy steps. *New Straits Times*. Retrieved from http://www.1k.com.my/1klassifieds/static/articles/04KN001C1.pdf

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Question 2: Modal Verbs (5 marks)

Instructions: Fill in each blank with a suitable modal verb.

Example: If you could re-energise, ease stress, and boost your willpower in just ten minutes, **(0) would** you do it?

If you could re-energise, ease stress, and boost your willpower in just ten minutes, **(0) would** you do it? Taking a break is useful, and not wasteful. It brings many benefits. When you return to what you were doing, you (a) _____ feel more refreshed and energised. Better focus and attention will lead to better results, too.

When you schedule your day, you (b) _____ consider a "reboot" time for your body and brain. Schedule a break for every two hours of focused attention. More frequent mini-breaks are even better. You (c) _____ want to consider going outdoors for a short walk. Movement is not only good for your waistline, it also helps shed stress. Let nature be your soundtrack.

How often do you check your email after you leave office? Do you still check your email even during holidays? Letting work interrupt your personal time is bad for your mental health and your personal relationships. Take time to separate from work and learn how to relax.

It is a fact that people who go on holidays have lower stress, lesser risk of heart disease, better outlook in life and more motivation to achieve goals. It does not have to be a 2-week holiday trip to Europe. Even if you go for a 24-hour getaway, you (d) _____ be able to reap the benefits.

The biggest boost in happiness comes from planning the holiday. The effects usually begin four to eight weeks before the trip. When you are done with that retreat, start planning for the next one. Simply having something to look forward to (e) _____ be rewarding and beneficial to your overall well-being.

Adapted from Smith, M.W. (2013). Give yourself a break today. *Web MD*. Retrieved from http://www.webmd.com/balance/features/take-a-break

SECTION C: WRITING [25 MARKS]

Instructions: Write a process essay of **not less than 350** words based on the information given below.

When there is life, there is death. No one lives forever and death is inevitable. In view of this, state the steps to be taken in order to deal with the loss of a family member.

End of Paper